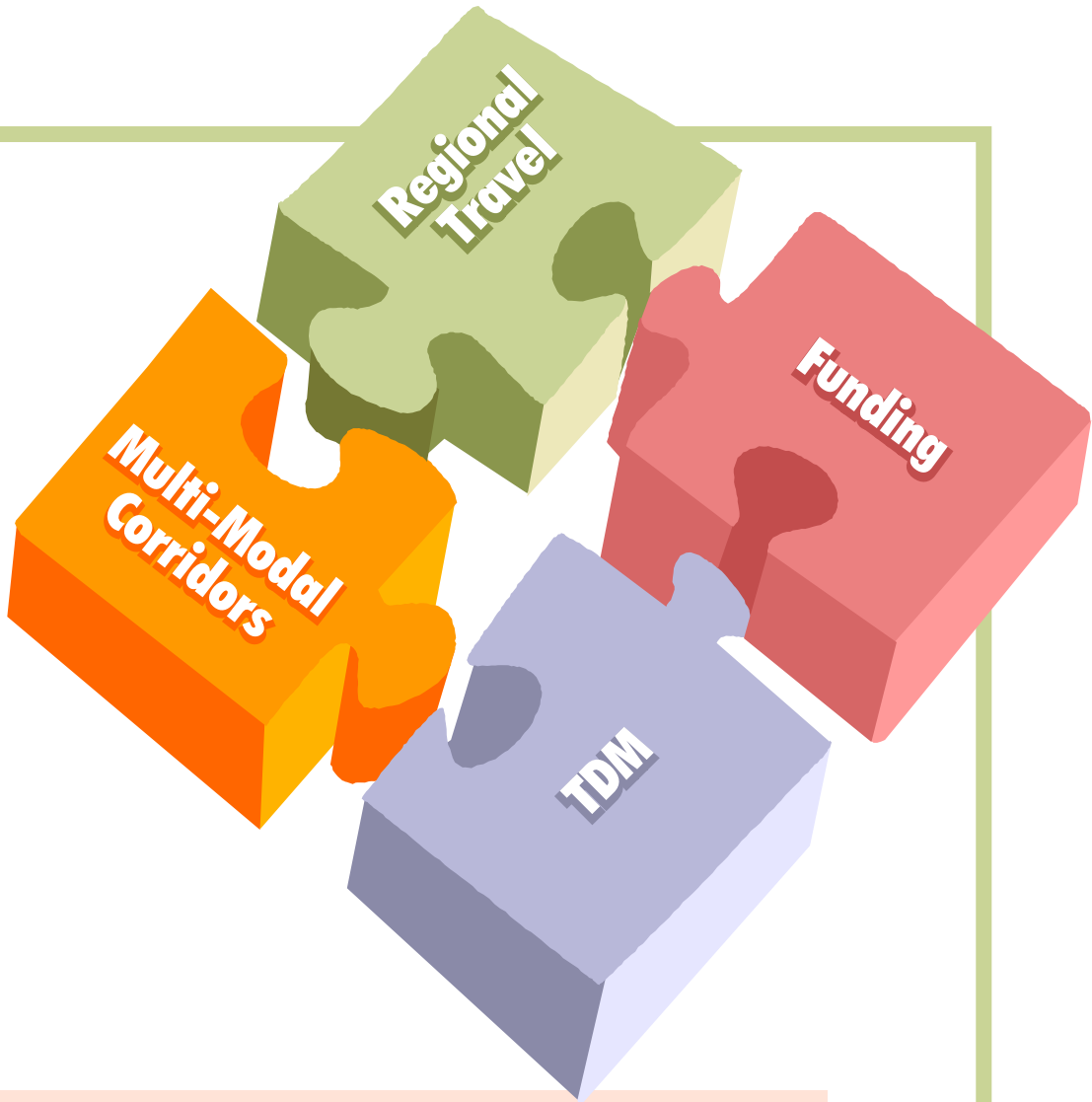


# TDM Strategies for Implementation



## Bicycle

## Multimodal

## Ridesharing

## Telecommuting

## Walking

### Basic

#### Bicycle-oriented TDM Packaging up to a 2% modal shift (per site)

- | Information   | Facilities  | Support  | Incentives  |
|---|---|--|---|
| <ul style="list-style-type: none"><li>• Bicycle riders guide</li><li>• Bicycle promotion</li><li>• Bike to work day/week</li><li>• Bicycle marketing</li><li>• Bicycle maps/routes</li><li>• Orientation</li><li>• Special Events</li></ul> | <ul style="list-style-type: none"><li>• Bicycle rack requirements</li><li>• Bicycle racks at shelters</li></ul> | <ul style="list-style-type: none"><li>• Bicycle users group</li><li>• Bike safety programs</li></ul> | <ul style="list-style-type: none"><li>• Bicycle accessories</li></ul> |

### Medium

#### Bicycle-oriented TDM Packaging up to a 4% modal shift (per site)

- | Information  | Facilities   | Support  | Incentives  |
|--|--|--|---|
| <ul style="list-style-type: none"><li>• Information kiosks</li><li>• Online bike routing</li></ul> | <ul style="list-style-type: none"><li>• Bike station</li><li>• Bike lockers at shelters</li><li>• Enhanced bike signage</li><li>• Protected corridors</li><li>• Bikes on buses promotion</li></ul> | <ul style="list-style-type: none"><li>• Special events</li><li>• Guaranteed ride home</li><li>• Employee Transportation</li><li>• Coordinators</li></ul> | <ul style="list-style-type: none"><li>• Commuter club</li></ul> |

### High

#### Bicycle-oriented TDM Packaging up to a 7% modal shift (per site)

- | Information  | Facilities  | Support  | Incentives  |
|--|---|--|---|
| <ul style="list-style-type: none"><li>• Enhanced marketing</li></ul> | <ul style="list-style-type: none"><li>• Bike-friendly site design</li><li>• Shower/locker onsite requirements</li><li>• Access management</li></ul> | <ul style="list-style-type: none"><li>• Bike promotions and campaigns</li><li>• Commuter store</li></ul> | <ul style="list-style-type: none"><li>• Commuter club</li></ul> |

#### Multimodal-oriented TDM Packaging up to a 4% modal shift (per site)

- | Information  | Facilities  | Support   | Incentives   |
|--|---|---|--|
| <ul style="list-style-type: none"><li>• Transit riders guide</li><li>• Transit marketing</li><li>• Transit maps/routes</li><li>• Modal commuter orientation</li><li>• Special events</li><li>• Transit promotion</li></ul> | <ul style="list-style-type: none"><li>• N/A</li></ul> | <ul style="list-style-type: none"><li>• Employer ECO passes</li><li>• Transit to work day</li><li>• Flexible work hours</li></ul> | <ul style="list-style-type: none"><li>• Multi-trip discounts</li><li>• Taxation incentives</li></ul> |

#### Multimodal-oriented TDM Packaging up to a 6% modal shift (per site)

- | Information   | Facilities  | Support  | Incentives   |
|---|---|--|--|
| <ul style="list-style-type: none"><li>• Information kiosks</li><li>• Online transit routing</li><li>• Transit promotion</li></ul> | <ul style="list-style-type: none"><li>• Bikes on buses promotion</li><li>• Incidental use parking</li></ul> | <ul style="list-style-type: none"><li>• Special events</li><li>• Guaranteed ride home</li><li>• Employee transportation coordinators</li></ul> | <ul style="list-style-type: none"><li>• Commuter club</li><li>• Community ECO pass</li></ul> |

#### Multimodal-oriented TDM Packaging up to a 15% modal shift (per site)

- | Information  | Facilities  | Support  | Incentives  |
|--|---|--|---|
| <ul style="list-style-type: none"><li>• Enhanced marketing</li><li>• ATIS bus info</li></ul> | <ul style="list-style-type: none"><li>• Transit-friendly site design</li><li>• Bus/HOV priority systems</li><li>• Protected corridors</li><li>• Access management</li></ul> | <ul style="list-style-type: none"><li>• Transit promotions and campaigns</li><li>• Tourist trip management</li><li>• Onsite amenities</li><li>• Commuter store</li></ul> | <ul style="list-style-type: none"><li>• Transportation allowance</li><li>• Parking cash out</li></ul> |

#### Ridesharing TDM Packaging up to a 5% modal shift (per site)

- | Information   | Facilities   | Support   | Incentives   |
|---|--|---|--|
| <ul style="list-style-type: none"><li>• Guide to vanpooling</li><li>• Marketing</li><li>• Carpool/vanpool promotion</li><li>• Commuter orientation</li><li>• Special events</li></ul> | <ul style="list-style-type: none"><li>• Preferential parking</li></ul> | <ul style="list-style-type: none"><li>• Online ridesharing</li><li>• Zipcode meetings</li><li>• Guaranteed ride home</li><li>• Registration surveys</li></ul> | <ul style="list-style-type: none"><li>• Empty seat subsidy</li><li>• Taxation incentives</li></ul> |

#### Ridesharing TDM Packaging up to a 12% modal shift (per site)

- | Information   | Facilities  | Support  | Incentives   |
|---|---|--|--|
| <ul style="list-style-type: none"><li>• N/A</li></ul> | <ul style="list-style-type: none"><li>• TDM-friendly site design</li><li>• Incidental use parking</li></ul> | <ul style="list-style-type: none"><li>• Special events</li><li>• Employee transportation coordinator</li><li>• Flexible work hours</li></ul> | <ul style="list-style-type: none"><li>• First time ride incentive</li><li>• Prize and promotion events</li><li>• Vanpool subsidy</li><li>• Commuter club</li></ul> |

#### Ridesharing TDM Packaging up to a 25% modal shift (per site)

- | Information   | Facilities  | Support  | Incentives  |
|---|---|--|---|
| <ul style="list-style-type: none"><li>• Enhanced marketing</li><li>• Promotions and campaigns</li></ul> | <ul style="list-style-type: none"><li>• HOV priority systems</li><li>• Parking management</li><li>• Parking to maximum ratios</li><li>• Car sharing</li></ul> | <ul style="list-style-type: none"><li>• Pay as you go insurance</li><li>• Commuter store</li></ul> | <ul style="list-style-type: none"><li>• Transportation allowances</li><li>• Van and car loan program</li><li>• For profit vanpools</li><li>• Parking cash out</li></ul> |

#### Telework TDM Packaging up to a 10% modal shift (per site)

- | Information  | Facilities  | Support  | Incentives  |
|--|---|--|---|
| <ul style="list-style-type: none"><li>• Assistance program to employers</li><li>• Commuter orientation</li><li>• Special events</li><li>• Telework promotion</li><li>• Marketing</li></ul> | <ul style="list-style-type: none"><li>• N/A</li></ul> | <ul style="list-style-type: none"><li>• Home-end teleworking</li><li>• Flexible work hours</li></ul> | <ul style="list-style-type: none"><li>• N/A</li></ul> |

#### Telework TDM Packaging up to a 20% modal shift (per site)

- | Information   | Facilities  | Support  | Incentives  |
|---|---|--|---|
| <ul style="list-style-type: none"><li>• N/A</li></ul> | <ul style="list-style-type: none"><li>• Telecenter creation</li></ul> | <ul style="list-style-type: none"><li>• Special events</li><li>• Compressed work weeks</li><li>• Employee transportation coordinator</li></ul> | <ul style="list-style-type: none"><li>• Grants for home equipment</li><li>• Commuter club</li></ul> |

#### Telework TDM Packaging up to a 25% modal shift (per site)

- | Information   | Facilities  | Support   | Incentives   |
|---|---|---|--|
| <ul style="list-style-type: none"><li>• N/A</li></ul> | <ul style="list-style-type: none"><li>• N/A</li></ul> | <ul style="list-style-type: none"><li>• N/A</li></ul> | <ul style="list-style-type: none"><li>• Parking cash out</li><li>• Taxation incentives for home office</li><li>• Transportation allowances</li><li>• Taxation incentives</li></ul> |

#### Walking-oriented TDM Packaging up to a 2% modal shift (per site)

- | Information   | Facilities   | Support   | Incentives   |
|---|--|---|--|
| <ul style="list-style-type: none"><li>• Walking guide</li><li>• Walking promotion</li><li>• Walk to work day</li><li>• Walking marketing</li><li>• Walking maps/guides</li><li>• Special events</li></ul> | <ul style="list-style-type: none"><li>• Pedestrian corridors</li><li>• Wide sidewalks</li><li>• Adequate signalization</li></ul> | <ul style="list-style-type: none"><li>• Walking support group</li><li>• Walking safety seminars</li></ul> | <ul style="list-style-type: none"><li>• Discounts at retailers</li></ul> |

#### Walking-oriented TDM Packaging up to a 4% modal shift (per site)

- | Information   | Facilities  | Support  | Incentives  |
|---|---|--|---|
| <ul style="list-style-type: none"><li>• N/A</li></ul> | <ul style="list-style-type: none"><li>• Enhanced signage</li><li>• Illuminated sidewalks</li><li>• Retrofit sidewalks</li></ul> | <ul style="list-style-type: none"><li>• Special events</li><li>• Guaranteed ride home</li><li>• Employee transportation coordinators</li><li>• Flexible work hours</li></ul> | <ul style="list-style-type: none"><li>• Commuter club</li></ul> |

#### Walking-oriented TDM Packaging up to a 7% modal shift (per site)

- | Information  | Facilities   | Support   | Incentives   |
|--|--|---|--|
| <ul style="list-style-type: none"><li>• Enhanced marketing</li></ul> | <ul style="list-style-type: none"><li>• Shower/lockers on site</li><li>• Access management</li><li>• Clustered parking</li></ul> | <ul style="list-style-type: none"><li>• Targeted campaigns</li><li>• Commuter store</li></ul> | <ul style="list-style-type: none"><li>• Transportation allowances</li><li>• Parking cash out</li><li>• Taxation incentives</li></ul> |

\* Each successive strategy includes the previous categories' strategies.